



MUSIC IN THE PARK COMMITTEE

**Jonathan Knowles, Co-Chair
Jade Bradbury**

**Valerie Hopkins, Co-Chair
Marianne Hamilton**

TOWN OF LOS GATOS MUSIC IN THE PARK (MIP) COMMITTEE

**TUESDAY, NOVEMBER 25, 2008
PLEASE NOTE TIME CHANGE: 8:30 A.M.**

**208 East Main Street
Neighborhood Center
Los Gatos, California**

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**

2. **APPROVAL OF NOVEMBER 12, 2008 MINUTES**

(Attachment 1)

3. **COMMUNICATIONS**

Verbal (Three minute time limit per speaker for subjects not agendized)

Written

4. **COMMITTEE REPORTS**

4.1 Review and Approve Revised MIP Roles and Responsibilities

(Attachment 2)

4.2 Approve Draft Budget

(Attachment 3)

4.3 Discuss Options for Allocation of a Sixth Tent

5. **ADJOURNMENT**

Attachments:

1. November 12, 2008 Minutes
2. Roles and Responsibilities
3. Draft Budget

DRAFT

PURPOSE

This document lists the responsibilities of the Town of Los Gatos Community Services Department and the Town of Los Gatos Arts Commission in producing the Music in the Park (MIP) summer concert series. MIP is a Town of Los Gatos Arts project. MIP is produced in accordance with Council appointed guidelines.

STAFF MIP ROLES AND RESPONSIBILITIES

The Town of Los Gatos (Community Services Department Staff) shall provide the following services in coordinating the production of Music in the Park:

1. GENERAL

- a. Provide use of Civic Center Park for concerts to be held from 5:00 p.m. to 7:00 p.m. for a maximum of twelve (12) Sunday concerts, held from June through August. Concerts scheduled for a different time frame or location must be approved by the Arts Commission and Community Services Director.
- b. Provide use of Town stage and up to ~~thirty (30)~~ fifty (50) chairs, and ~~four (4) six foot six (6)~~ tables for each concert.
- c. Community Services will coordinate the following services with other Town departments and monitor the fees associated with each service:
 - Transportation of stage, hospitality tents, tables, and chairs
 - Assembly and disassembly of stage
 - Provision of electrical access by 3:00 PM for performers and sound technician
 - Park clean up after each concert
 - Monitoring of the Los Gatos Neighborhood Center
- d. Create time table for accomplishing MIP functions.
- e. Create and maintain Commissioner/Council Member Concert Sign-Up Sheet.
- f. Prepare schedule of performers (once determined by Arts Commission).
- g. Work with Arts Commission to use volunteers where practical in the production of MIP; ensure that all appropriate volunteer enrollment requirements are met.
- h. Maintain MIP records, files and related correspondence.
- i. Review survey/feedback forms and prepare summary for Arts Commission as appropriate.
- j. Prepare weekly MIP supplies for Friday pickup; supply box includes payment for performers and sound technician, MIP programs, donation box, community event information and flyers, and miscellaneous MIP supplies.

2. INTERNAL COMMUNICATIONS

- a. Community Services Department staff will serve as primary contact for Art Commissioners regarding all Town services requests.
- b. Notify Town Council, Chamber of Commerce, and Town staff of MIP concert schedule.
- c. Provide sound technician with final MIP schedule with names/phone numbers of bands so he/she may coordinate sound requirements with musicians.
- d. Maintain roster of Sponsors.
- e. Process "thank you" letters to Major Sponsors

3. PURCHASING

- a. All purchases will be made in accordance with Town Purchasing Manual and Administrative Policies
- b. Purchases will be coordinated and executed by staff unless agreed otherwise in advance.
- c. Staff will issue all Request for Proposals (RFP's) and Requests for Qualifications (RFQ's)

- required for service procurement.
- d. Staff will obtain materials quotes.

4. **CONTRACTS, INSURANCE, BUSINESS LICENSE**

- a. Prepare and execute Letters of Agreement with all vendors including performers and sound technician; monitor return of signed Agreements and related documents (Release of Liability, Assumption of Risk and Indemnity Agreement; Application for Business License).
- b. Coordinate agreement and payment to American Society of Composers, Authors and Publishers (ASCAP), as required.
- c. Prepare and execute all other project related agreements.
- d. Staff will serve as primary liaison with all vendors.

5. **FISCAL MANAGEMENT**

- a. Receive donations and invoices for MIP at the following address: Music in the Park - *Arts*, c/o Town of Los Gatos, 208 East Main Street, Los Gatos, CA 95030.
- b. Prepare and monitor annual MIP budget.
- c. Prepare periodic revenue and expense reports.
- d. Coordinate distribution of payments to performers, sound technician, and other vendors.
- e. Invoice sponsors using MIP Pledge Forms submitted by the Arts Commission.
- f. Prepare invoice request for Building Attendant's time for the monitoring of the Los Gatos Neighborhood Center.

6. **ADVERTISING & PROMOTION**

- a. In coordination with the Arts Commission, develop a marketing strategy which considers the use of posters, programs, web updates, paid advertising, and other promotional efforts.
- b. Coordinate production of promotional materials. This includes obtaining bids, preparing and executing agreements, and processing purchase orders.
- c. Proof-read and edit all program materials with assistance from Arts Commission.
- d. Update Town website to include MIP schedule and listing of all Major Sponsors.
- e. Coordinate implementation of advertising in the media as appropriate. ~~in the Los Gatos Weekly Times as appropriate (i.e., Community Bulletin Board).~~
- f. *Staff to update web site regarding use of volunteers.*

ARTS COMMISSION

The Town of Los Gatos Arts Commission shall provide the following services in coordinating the production of Music in the Park: ~~The Arts Commission shall provide the following services in conformance with The Brown Act:~~

1. **GENERAL**

- a. Implement appropriate fundraising strategies in compliance with Town Policies and Procedures to ensure that MIP is fully funded.
- b. Coordinate merchandise fundraising sales at MIP performances as appropriate. Proceeds from sales shall be specifically designated to support the Arts.
- c. Submit MIP Pledge Form for all sponsors to the Community Services Department for invoicing and tracking.
- d. Complete "Commissioner Sign-Up Sheet" and submit to the Community Services Department for distribution.
- e. ~~Appoint Lead Commissioner for each concert; Lead Commissioner is responsible for concert logistics, including:~~ *An assigned Arts Commissioner will complete the following tasks for each concert.*

- pick up MIP boxes from the Community Services Department on Friday
- distribute checks to performers and sound technician
- assist with setup and tear down of hospitality tents, tables and chairs
- setup MIP space within hospitality tent
- emcee MIP concerts; introduce performers and attending Council Members; and thank attending Major Sponsors
- return MIP boxes & any donations received to Community Services Department

2. ~~CALL FOR ENTRIES~~ **BAND SELECTION**

- Review band applications and promotional packets.
- Select musicians/performers.
- Follow-up with all applicants regarding band selection.
- Prepare schedule of concerts and performers; provide staff with schedule and Band Worksheet for each performer.

3. **SPONSORSHIPS**

- Solicit sponsorships in coordination with other Commissioners. All Commissioners will be given a list of the previous year's sponsors, with contact information, and their assigned sponsors. Commissioners should take the following steps when seeking subsequent sponsorships:*
 - *Make contact by phone (October) to remind and confirm their sponsorship. When the bands are approved, they will receive an email including the band list & Sponsor Pledge Form. Once payment is received, call or email to thank the sponsor.*
 - *Two weeks prior to their assigned concert, call the sponsor(s) with the following information:*
 - *benefits: tent, 2 tables, 8 chairs, parking space (marked directly behind their tent)*
 - *opportunity to hang banner on their tent*
 - *ask for their introduction from the stage (2 lines)*
 - *arrival time: after 4:00*
 - *exchange cell phone with main contact*
 - *Make a courtesy call 3 days before the concert to find out number coming & their intro information to announce from the stage.*

4. **DAY OF CONCERT PROCEDURES**

Each Sunday during Music in the Park, two members from the Arts Commission coordinate the following scheduled tasks.

- Noon Call sound engineer & band leader regarding their arrival times. It is important to be finished with the stage before sound arrives so he has full access to set equipment.*
- 1:00 Bring broom, mop & bucket of water to stage*
Sweep stage (mop, if necessary)
Attach skirting (may have to repair Velcro occasionally)
Set paths (yellow caution-type tape & large staples) from stage to A.C. tent
(may do 2 paths)
Place signage regarding tents, umbrellas, blankets all around park
- 2:00 Welcome sound engineer (show where to park after unloading equipment)*
Make contact with the park ranger who will work with sound company, temps, open council chambers, etc.
Place sponsors signs (made by leader) on barricades behind their tents so they can locate tent & reserved parking space
- 3:00 Leaders greet band, show chambers, parking, etc.*

Other Art Commissioners and temporary help arrive to set up tents, tables, cloths, chairs

*4:00 Greet sponsors as they arrive & help sponsors if necessary
Pick up water for band (Café du Fleur donates)*

4:55 Introductions and announcements

5:00 Music in the Park concert begins

6:00 Band thanks all sponsors

7:00 A.C. goes back on stage when concert is over, thanks sponsors, announce next week concert & JOTP next Wed.

All A.C. help break down, remove staples, tape & signage.

The week following concert, write thank you letters to sponsors & e-mail to staff for printing and mailing.

5. PROMOTION

- a. In coordination with staff, develop a marketing strategy which considers the use of posters, programs, web updates, advertising, and other promotional items.
- b. Distribute MIP posters and programs to Major Sponsors and other local businesses at least two weeks prior to the first concert.
- c. Distribute programs and feedback forms at MIP concerts.

6. USE OF VOLUNTEERS

- a. Enlist the help of volunteers where practical in the production of MIP concerts.
- b. Work with staff to ensure completion of appropriate volunteer enrollment forms, i.e., Town of Los Gatos Volunteer Application; Release of Liability; and Worker's Compensation Designation.

INTRODUCTIONS & ANNOUNCEMENTS

Commissioner 1 - I'm xxx of the L. G. Arts Commission & am very pleased to welcome you to MIP. This is our 22 year (our 21st Anniv.), we have a great series planned for you this summer & we are thrilled to see you all here. Before we start the concert, we have a few announcements for your convenience:

- Restrooms are located to your left in the Neighborhood Center plus port-a-potties located outside on the parking lot of the N.C.
- Recycle bins are located all around the park during the concert- please use them.
- Note that tents, tables and umbrellas are not allowed. Also for the sake of protecting our lawn & to accommodate others, we are banning the use of blankets.
- Please, no smoking. You may use the library steps or the parking lot. Your cooperation will be greatly appreciated!
- We have items for sale at the A.C. booth (air guitars, beach chairs)
- Thank you. Now please welcome xxxxx who has some very important messages from our sponsors.

Commissioner 2 - Thank you xxx. Hi everyone- it's wonderful to see all of you and please listen to a brief message from our sponsors who make all of this possible each week (& each year!)

- Read the sponsors intros....
- Follow with thanks to our generous media sponsor: LGWT
- Now please welcome L.G. Town Mayor (or Council member) (see Concert Intro sheet for information)

CONTACTING SPONSORS FOR MUSIC IN THE PARK

The arts commission raises the funds necessary to produce Music in the Park from local businesses & individuals. The money collected is added to the Town's general fund but is allocated for the production costs of Music in the Park. Arts commissioners typically raise more than is required for any particular series and thereby create a reserve fund that covers any additional needs that may arise.

At the top of most people's "Do Not Want To Do" list is asking for money, no matter what the cause. MIP is actually an event/series that most businesses want to contribute to due to the benefits they receive & a very visible way to be acknowledged as supporting the arts in Los Gatos.

Having set your minds (somewhat) at ease, Maurine keeps a preferred list of sponsors who have participated in the past, some for as long as 12 years. The easiest way to approach a sponsor is during a concert as there are up to four sponsors each week. Simply ask them if they enjoyed it & if they would like to be contacted for the following year. Most likely, they will say yes.

In the fall, all commissioners will be given a list of the previous sponsors with phone & email information. Divide the list so everyone has the responsibility to call rather than one or two commissioners. Commissioners will probably want to "pick & choose" from the list. Keep in mind, there should be no more than 4 sponsors per concert.

Each year, there are new businesses in Town. It would be unusual for anyone in Town not to know about MIP or JOTP. Very few (if any) towns or cities give their citizens 20 free concerts each summer. If you are approaching a new business, we suggest walking in to make the initial contact & leave information along with your card. Most are enthusiastic due to the visibility MIP offers & your salesmanship efforts!

Make contact by a phone call (usually October) to remind and confirm their involvement & let them know that once the bands have been selected they will soon receive an email that includes the band list & Sponsor Pledge Form. They list their first two choices & send it to Maurine from Community Services with their check. Once this is done call or email them to thank & let them know you will be in touch approximately two weeks prior to their chosen concert with all the necessary details.

Once programs & posters are printed, take them to your sponsors. This is another way to stay in contact before the concerts.

Two weeks prior to any given concert, call your sponsor(s) with the following information:

- benefits: tent, 2 tables, 8 chairs, parking space (marked directly behind their tent)
- opportunity to hang banner on their tent
- ask for their introduction from the stage (2 lines)
- arrival time: after 4:00
- exchange cell phone with main contact
- tell them you will give them a courtesy call 3 days before the concert to find out how many are coming & to get their intro information to announce from the stage

2009 MIP CONCERT INTRO SCENARIO

Each Sunday during Music in the Park, two members from the arts commission & the mayor (or councilperson) address the audience from the stage. One takes care of the details, the other introduces sponsors & the mayor who introduces the band.

THE FOLLOWING IS AN EXAMPLE:

4:55 p.m.

Commissioner 1

(all on stage say) HELLO LOS GATOS!

I'm xxx of the L. G. Arts Commission & am very pleased to welcome you to MIP. This is our 22 year (our 21st Anniv.) & we have a great series planned for you this summer & we are thrilled to see you all here.

Before we get going, we have a few announcements for your convenience:

*restrooms are located to your left in the Neighborhood Center plus port-a-potties located outside on the parking lot of the N.C. Recycle bins are placed all around the park during the concert- please use them.

Note that tents, tables, umbrellas are not allowed. Also for the sake of protecting our lawn & to make room available to accommodate others, we are banning the use of blankets. One last no-no & that pertains to smoking at the concert. You may use the library steps or the parking lot.

Your cooperation will be greatly appreciated!

We do have some items for sale at the A.C. booth (air guitars, beach chairs)

Thank you. Now please welcome xxxxx who has some very important messages from your sponsors.

Commissioner 2

Thank you xxx. Hi everyone- it's wonderful to see all of you and please listen up to a brief message from our sponsors who make all of this possible each week (& each year!)

Read the sponsors intros....

Follow with thanks to our generous media sponsor: *LGWT* (always our major in-kind supporter for as many years as we can remember)

Now please welcome L.G. Town mayor (or council) Mike Wasserman!

TYPICAL TIMELINE FOR MUSIC IN THE PARK

This timeline is for the two arts commissioners leading for the day.

DATE Sunday, 2009

Noon: Call sound engineer & band leader to find their arrival times

Prior to arrival of sound engineer: (times may vary)

- 1:00 Bring broom, mop & bucket of water to stage
Sweep stage (mop, if necessary)
Attach skirting (may have to repair Velcro occasionally)
Note: it is important to be finished with stage before sound arrives so he has full access to set monitor, mics, etc.
Set paths from stage to A.C. tent (may do 2 paths)
(path is yellow caution-type tape & large staples)
Place signage all around park ("*NO tents, umbrellas, blankets*", etc.)
- 2:00 Welcome sound engineer (show where to park after he loads in)
Also connect with park ranger, Dave Gray who will work with sound company, temps, open council chambers, etc.
Place sponsors signs (made by leader) on barricades behind their tents so they can locate tent & reserved parking space
- 3:00 Leaders greet band, show chambers, parking, etc.
Other arts commissioners and temporary help arrives to set up tents, tables, cloths, chairs
- 4:00 Greet sponsors as they arrive, help unload if necessary
Pick up water for band (Café du Fleur donates)
- 4:55 On stage with mayor & other council members (see

Concert Intro sheet for guidance)

5:00 Music in the Park concert begins

6:00 Band thanks all sponsors

7:00 A.C. go back on stage when concert is over. Thank sponsors once again, announce next weeks concert & JOTP next Wed.
All A.C. help break down, remove staples, tape & signage.

The week following concerts, write thank you letters to sponsors on Word doc to & send to Maurine to print & send (and sign if you like).

2009 MUSIC IN THE PARK DRAFT BUDGET

	EXPENSES			
	<u>Band</u>	<u>Cost</u>		
06/21/09				
06/28/09				
07/05/09				
07/12/09				
07/19/09				
07/26/09				
08/02/09				
08/09/09				
08/23/09				
08/30/09				
	Sound	\$7,000.00	\$4,900.00	
	Band	\$23,500.00	\$25,900.00	
		AC 2009	2007	
	<u>Other expenses</u>	<u>Cost</u>	<u>Cost</u>	
3hrs@15.50	Bldg Attend.NC (restrooms)	\$500.00	\$465.00	
\$45 each	Business Licenses	\$500.00	\$453.00	
	PPW Set-up and Cleanup	\$3,318.00	\$2,810.00	
\$20/hr	Temp Workers	\$2,400.00	\$1,439.00	
	EquipmentImprovements		\$678.15	
	Other advertising expenses			
	Weekly Times (\$150x10 color ads)	\$500.00	\$500.00	
	porta-potties	\$3,300.00		
	Program/Poster/Ad (layout/design)	\$600.00	\$703.63	
200 min order	Poster Printing (11x14 - 250)*	\$500.00	\$487.13	100 posters
	Programs (printing - 5,000)	\$1,300.00	\$1,564.21	4000 brochures
	Miscellaneous expenses		\$40.52	
	Other Expense Total:	\$12,918.00	\$9,140.64	
	2009 one-time expenses			
	Astroturf	\$700.00		
	Large program banners	\$500.00		
	Drum riser	\$1,600.00		
		\$2,800.00		
	TOTAL 2009 MIP BUDGET	\$43,418.00		